



J. L. Menzel  
KEY ACCOUNT MANAGER

27 Randall Rd.  
Rochester, MA 02770  
PH: 608-923-0521  
FAX: 608-923-0240

June 2, 1997

TO: Boston ROU  
NY Metro ROU  
Philadelphia ROU  
Buffalo ROU  
Pittsburgh ROU

Sales	Retail
1221	1222 20, 21, 22, 24
1222	1223
1223	1226 23, 24
1224	1229
1225	ROM
1226	PC SC
1229	MC PA
1240 AE	
1244	RSM RBM

56

**RE: CUMBERLAND FARMS SELF SERVICE PLAN-O-GRAMS  
EXCEPT FLORIDA**

Ladies & Gentlemen:

Enclosed are revised plan-o-grams for Cumberland Farms stores which merchandise cigarettes from self service displays.

These plan-o-grams are effective immediately.

The only change from existing plan-o-grams is the removal of the B.A.T. display from self service locations.

The elimination of the B.A.T. display could afford us an opportunity to improve our presence/position. Please utilize these plan-o-grams to ensure RJR's position is maintained according to our contract agreement.

B.A.T. will continue to maintain a display in non self service locations, therefore there will be no changes in stores designated non self service.

The enclosed plan-o-grams have been approved by Mr. Al McKay, V.P. Marketing.

Should you encounter any problems or have any questions relative to Cumberland Farms, please utilize the contacts listed below for your inquiries:

<u>CID #</u>	<u>RJR CONTACT</u>	<u>VOICE MAIL</u>
0107-44-XX	Audrey Evanchick	77275
0107-45-XX	Steve Manos	73690
0107-46-XX	Steve Manos	73690
0107-47-XX	Helen Burke	52243

"We work for smokers."

51850 6267

Page 2  
CUMBERLAND FARMS

Your cooperation in dealing with Cumberland Farms is appreciated.

Sincerely,



J. L. Merusi

JLM/sec

cc: Jim Piscitelli  
Steve Manos  
Helen Burke  
Audrey Evanchick  
DM's  
RM's

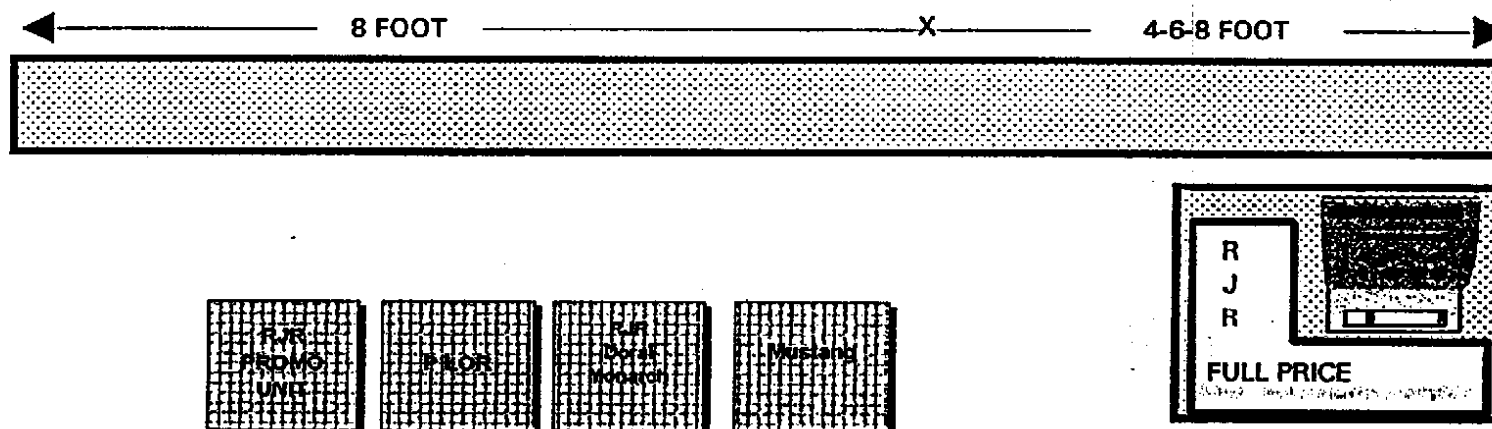
ATT.

51850 6268

# C-Store Plan-O-Gram

CUMBERLAND FARMS, INC.  
DISPLAY PLANOGRAM  
EFFECTIVE 8/1/96 - 7/31/99

STORES WITHOUT R. J. REYNOLDS PROMOTIONAL UNIT ON THE SELLING FLOOR



Glass Windows - Ice Cream Novelties

DISPLAYS TO BE KEPT FULL OF MANUFACTURERS DESIGNATED BRANDS. DISPLAYS TO BE UNOBSTRUCTED AND

ACCESSIBLE TO THE CUSTOMER

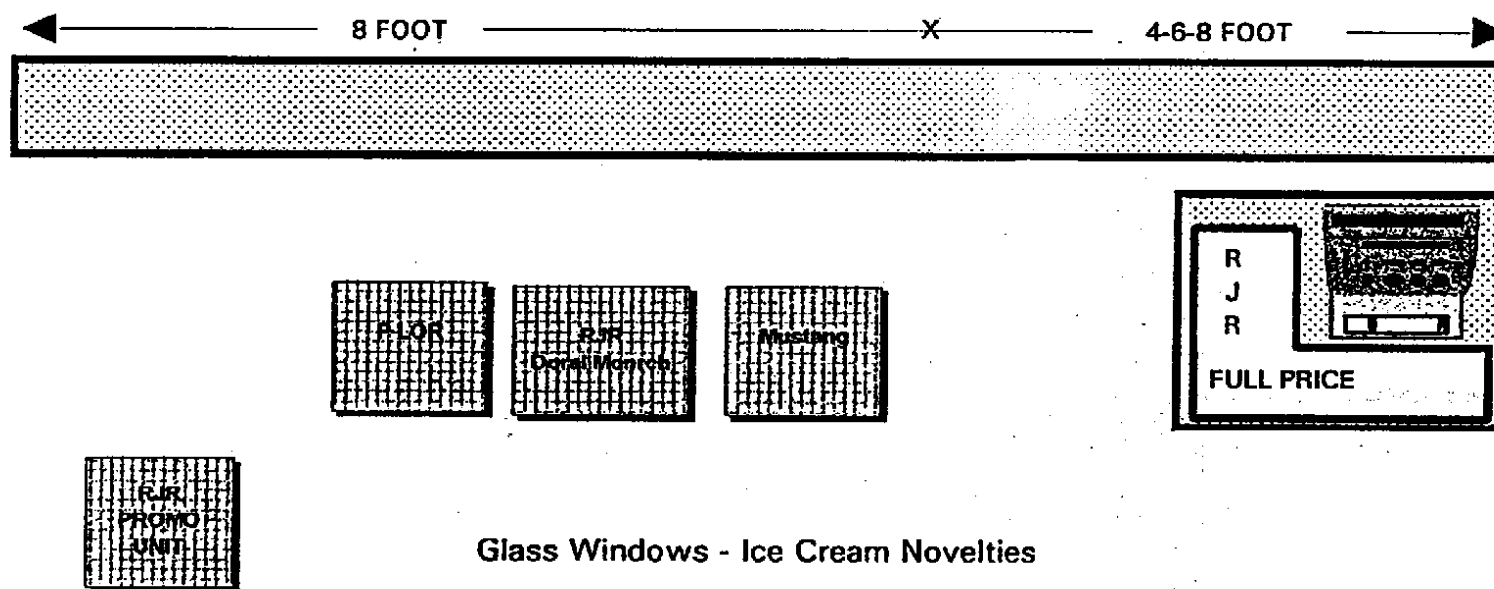
6929 0581S

Authorized by: Alvin May Date: 5/22/97

## C-Store Plan-O-Gram

CUMBERLAND FARMS, INC.  
DISPLAY PLANOGRAM  
EFFECTIVE 8/1/96 - 7/31/99

STORES WITH R. J. REYNOLDS PROMOTIONAL UNIT ON THE SELLING FLOOR  
(PROMO UNIT TO BE VISIBLE AND ACCESSIBLE TO CUSTOMER)



DISPLAYS TO BE KEPT FULL OF MANUFACTURERS DESIGNATED BRANDS. DISPLAYS TO BE UNOBSTRUCTED AND  
ACCESSABLE TO THE CUSTOMER

0129 05819

Authorized by:

Al Mcley

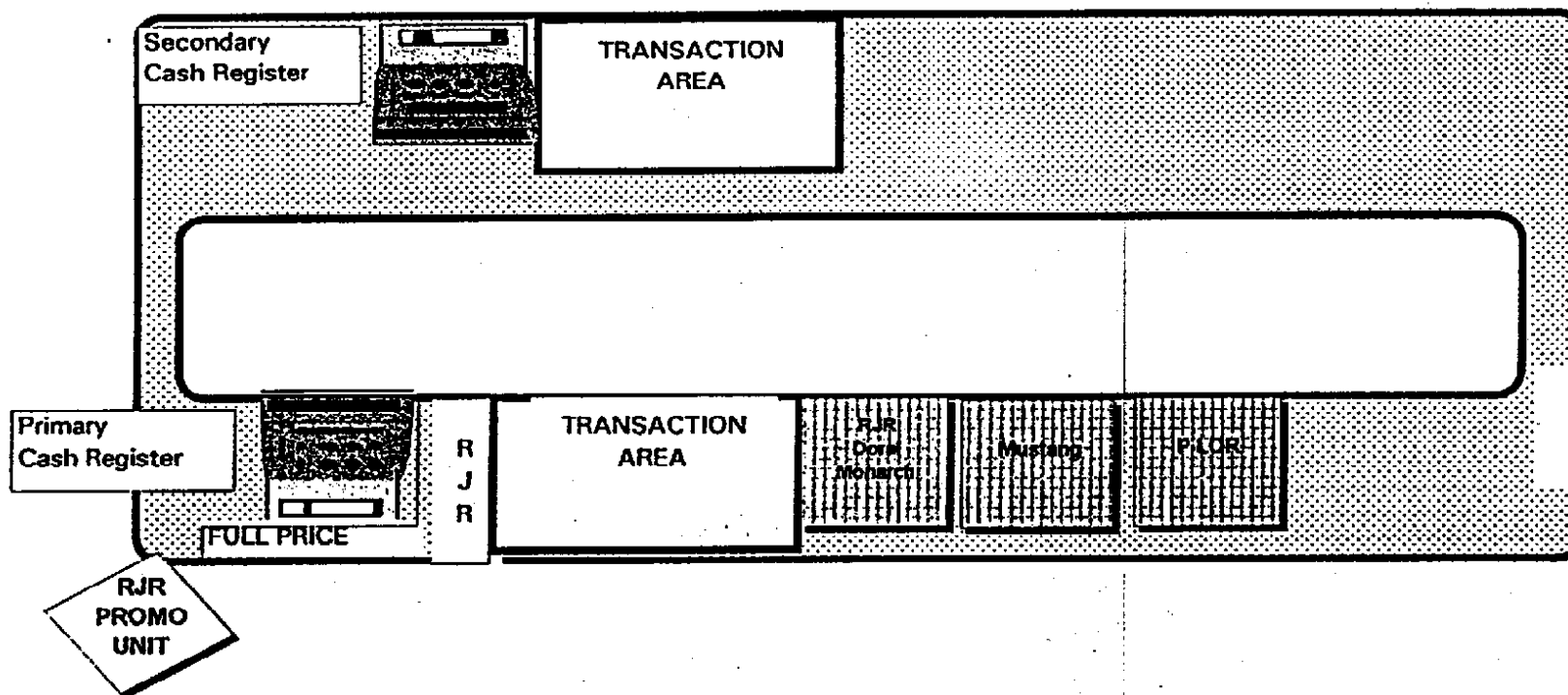
Date:

5/22/97

## C-Store Plan-O-Gram

CUMBERLAND FARMS, INC.  
DISPLAY PLANOGRAM  
CENTER CHECK-OUT STORES  
EFFECTIVE 8/1/96 - 7/31/99

STORES WITH R. J. REYNOLDS PROMOTIONAL UNIT ON SELLING FLOOR  
(PROMO UNIT TO BE VISIBLE AND ACCESSIBLE TO CUSTOMER)



DISPLAYS TO BE KEPT FULL OF MANUFACTURERS DESIGNATED BRANDS. DISPLAYS TO BE UNOBSTRUCTED AND  
ACCESSIBLE TO THE CUSTOMER

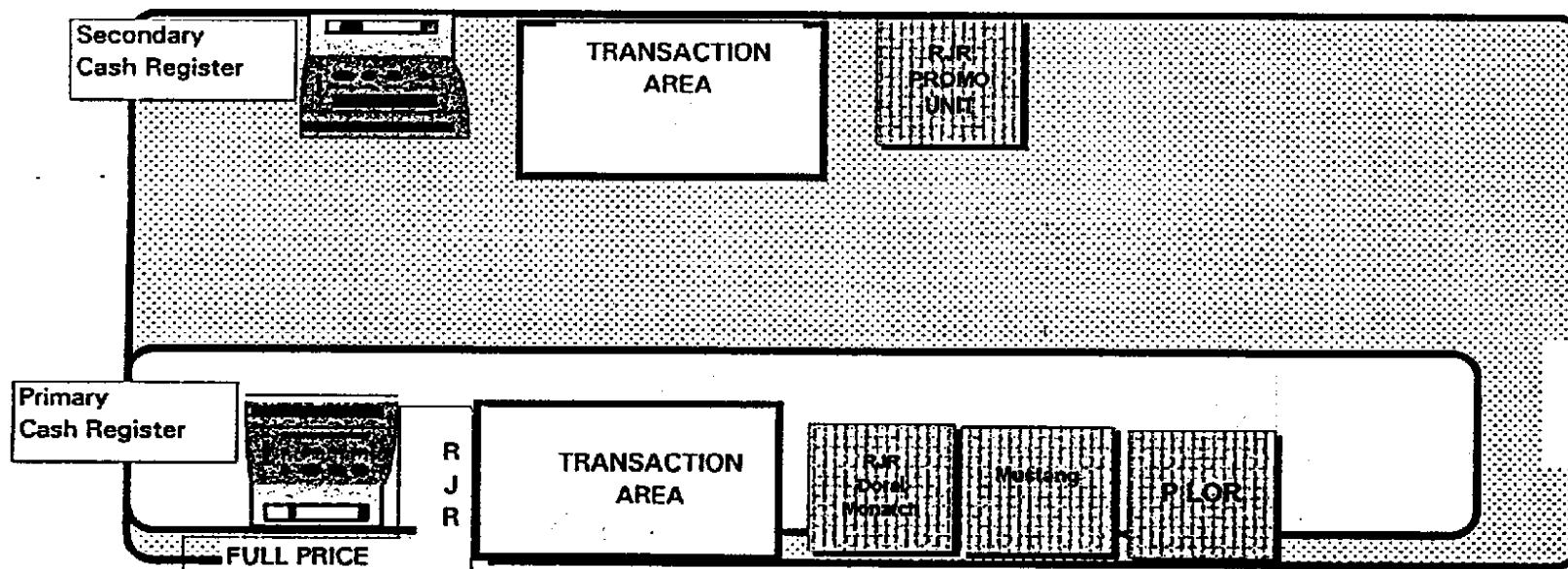
T729 05815

Authorized by: Al J. Mally Date: 5/24/97

## C-Store Plan-O-Gram

CUMBERLAND FARMS, INC.  
DISPLAY PLANOGRAM  
CENTER CHECK-OUT STORES  
EFFECTIVE 8/1/96 - 7/31/99

STORES WITH R. J. REYNOLDS PROMOTIONAL UNIT ON COUNTER



DISPLAYS TO BE KEPT FULL OF MANUFACTURERS DESIGNATED BRANDS. DISPLAYS TO BE UNOBSTRUCTED AND  
ACCESSIBLE TO THE CUSTOMER

7L29 0581S

Authorized by: Al Dwyer Date: 5/22/97